



## BlueCross BlueShield of Florida

An Independent Licensee of the  
Blue Cross and Blue Shield Association

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**MICHAEL CASCONE, JR.**  
President and Chief Executive Officer

August 15, 2000

Dear Employee,

For more than 50 years, the employees of Blue Cross and Blue Shield of Florida have helped make our state a better place to live and work. Through your dedication to your work and through your commitment to volunteerism, you have made a difference. I am proud of the tremendous job you do both at BCBSF and out in the community.

I have made a personal commitment to volunteerism because I know that each and every one of us can – and do – make a difference in our communities. We help feed the hungry, shelter the homeless and abused, keep children out of harm's way, and much more. Many of you are already active in the community, volunteering your time, talent and energy to many personal causes, but we are not aware of how much. We want to recognize you for your volunteer efforts and share your stories with all our employees and with our friends in the communities in which we live, work and serve.

That's why I am excited about ***Blue Community Champions***, our new employee volunteer program. Through this program, we can recognize you for your individual and team volunteer efforts and advise you of other volunteer opportunities in the community.

Please take a moment to review the ***Blue Community Champions*** information included in this package. I have completed and returned my registration and activity form and hope you will do the same. You can also visit the program online at *Corporate Information/Blue Community* on our company Intranet site.

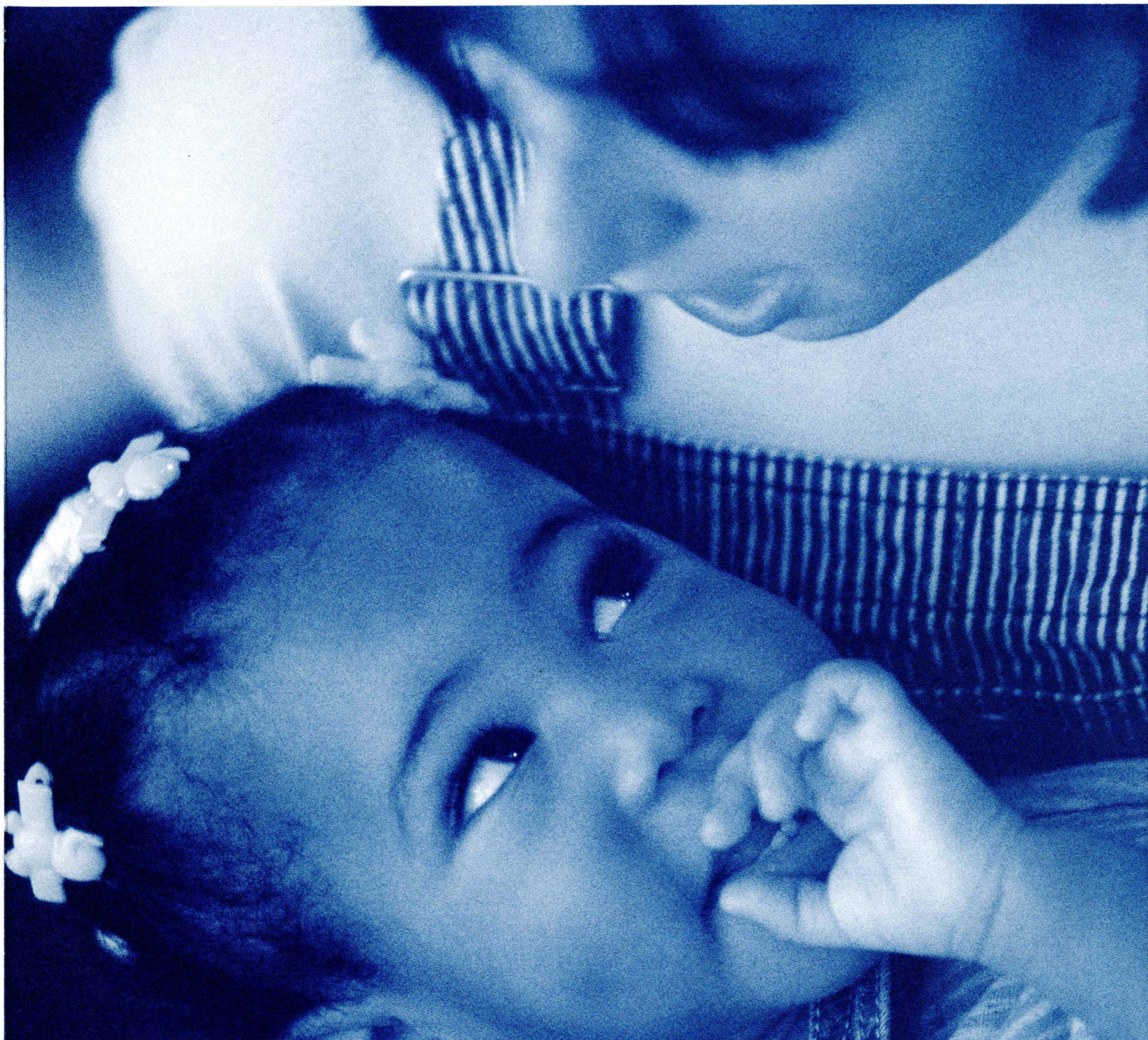
The enclosed gift is a token of our appreciation and a reminder to join our new team, ***Blue Community Champions***.

Your commitment and dedication demonstrate that we are working together to deliver on our promise behind the Blue Cross and Blue Shield of Florida card. It's a living example of our values and promise and shows we are truly *dedicated to providing caring solutions*. As a ***Blue Community Champion***, you can help support and protect our members' most precious gifts – their lives and the lives of their loved ones.

Sincerely,

Michael Cascone, Jr.





## **Blue Community Champions**

*dedicated to providing caring solutions...*

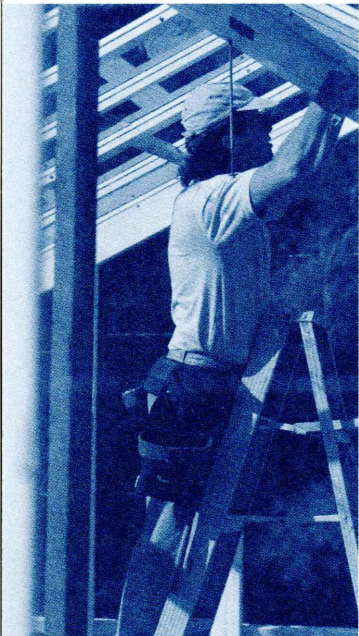


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# Blue Community Champions Mission



Blue Community Champions, Blue Cross and Blue Shield of Florida's employee volunteer program, is committed to enhancing the quality of life in our communities. We're dedicated to providing caring solutions. Applying our company's strength, experience and commitment, combined with our employees' warm, caring attitude, helps our families, friends and neighbors live confident lives.

## Live the BCBSF promise ... dedicated to providing caring solutions...

### Blue Community Champions program will:

- Recognize our employees for their individual and team volunteerism
- Focus employee volunteer energy and enthusiasm into a cohesive, branded team addressing strategic community initiatives
- Offer company-sponsored volunteer activities
- Provide readily accessible information through the BCBSF Intranet on current and ongoing community projects
- Enable employees to register for events and report volunteer hours

### How do I get started?

- Complete and return the enclosed registration form
- Check out our new Intranet site at *Corporate Information/Blue Community*
- Participate in an upcoming Blue Community Champions event in your area
- Register your volunteer hours through the company Intranet site





# Questions and Answers

## ***Why is BCBSF interested in my volunteer efforts?***

BCBSF has long known of its employees' community involvement. Now it's time to recognize those efforts through companywide, local, state, and national volunteer awards. We want to share your success stories with others in our communities.

## ***What type of service counts as volunteer time?***

Activities sponsored by nonprofit, tax exempt, 501(c)(3) organizations engaged in community service, including hospitals and museums, schools and libraries, and environmental and animal welfare organizations. Also, community service projects through civic clubs such as the Lions Club and Jaycees, chambers of commerce, community and social service agencies, and youth organizations, such as soccer associations, Little League, Boy Scouts and Girl Scouts.

## ***May I count my volunteer efforts through my religious group?***

We recognize that many employees are active volunteers for their religious groups. You may report religious service time if you wish. BCBSF is primarily interested in volunteer hours provided through religious group efforts engaged in services benefiting the community (soup kitchens, food and clothing banks, etc.).

## ***Would volunteer time occur during business hours?***

Not usually. Most volunteer efforts will occur on an individual basis or by participating in a Blue Community Champions event. BCBSF team development sessions, however, may encompass a community service component on company time.

## ***Do I need to get approval from my supervisor before I volunteer?***

You need supervisory approval for volunteer events scheduled during your work time. However, the needs of the business—serving our members—must be our primary concern.



## ***Do I need to provide proof of my individual volunteer activities to register my hours?***

No. We trust our employees to live up to BCBSF's values. When you participate in Blue Community Champions and team development volunteer events, we will ask you to register only for reporting purposes.

## ***How does this affect existing volunteer activities?***

Blue Community Champions is now the company's program offering employee volunteer activities.

## ***May I volunteer for a nonprofit agency that is not funded by United Way?***

Yes. We recognize that our employees have a broad range of interests and encourage volunteerism as a way to address community issues.

## ***May I recommend other volunteer opportunities?***

Yes. The Blue Community Champions program encourages feedback from employees and will post timely community involvement opportunities, within the program guidelines.

## ***Additional questions?***

Contact us online at *Corporate Information/Blue Community*, or email us at *Blue Community Champions*. Watch the company Intranet for information on future volunteer opportunities in your area.



This magnetic photo frame is a token of our appreciation and a reminder to join the Blue Community Champions team.



Visit us online at *Corporate Information/Blue Community* on the company Intranet and add our site to your "favorites" list.

## Blue Community Champions Registration Form

Please complete and return this form so we can add your name to our employee volunteer database. You'll receive a Blue Community Champions T-shirt and be eligible for prizes. Return the completed registration form by **September 15** and you'll be eligible for the Blue Community Champions kick-off drawing on September 18. Winners will be announced in *Quick Connections* and on the company Intranet.

***I'm interested in future volunteer opportunities. Sign me up to join the team!***

Name \_\_\_\_\_ Interoffice address \_\_\_\_\_ Employee ID \_\_\_\_\_ SSN \_\_\_\_\_

Dept. \_\_\_\_\_ Phone \_\_\_\_\_ I am (circle one): Exempt Non-Exempt Temporary/Contractor

Volunteer interests (circle all that apply): ☐ Health/Human Services ☐ Education ☐ Environment

☐ Arts/Culture ☐ Community Development ☐ Civic Other \_\_\_\_\_

Specific organization/affiliation of interest \_\_\_\_\_ T-shirt size (circle one): S M L XL 2XL 3XL 4XL

### Volunteer Activity Record

In the past year, I volunteered for or served on the board of: Organization/Affiliation \_\_\_\_\_

Project name \_\_\_\_\_

Description of service or event \_\_\_\_\_

Total hours served \_\_\_\_\_ Date(s) \_\_\_\_\_

*Please copy this form if you need additional space to record your activities.*

Drawing deadline: **September 15, 2000.**



## You are the champions of our company... and our community.

You are our greatest asset. As employees, it's your commitment and dedication to your work that make BCBSF a company we can all be proud of. It's this same dedication and commitment that helps us make a difference in our communities.

Volunteering your time and energy has the power to enhance the quality of life in our communities. When you care for your community, you live and work in a better place.

That's why we created Blue Community Champions. This program allows us to recognize and support your volunteer efforts. By focusing our contributions and employee volunteer initiatives on health education, reducing health care costs and corporate citizenship, we can provide caring solutions to community issues.

Please take a moment now to fill out the Blue Community Champions registration form and return it to us. Visit our company Intranet site. With your help, we will champion the causes that can have the greatest impact on our communities, our members and ourselves.



**Return to:**  
**Blue Community Champions**  
**Public Relations**  
**DCC 3-4**



Drawing deadline: September 15, 2000



Blue Community Champions  
Public Relations, DCC 3-4  
904-905-1234



## Visit us online

At *Corporate Information/Blue Community* on the company Intranet, you may:

- Review community information
  - United Way's organizations and funded agencies
  - Blue Community Champions activities
  - Community volunteer opportunities
- Register for company-sponsored Blue Community Champions volunteer activities
- Report your volunteer hours

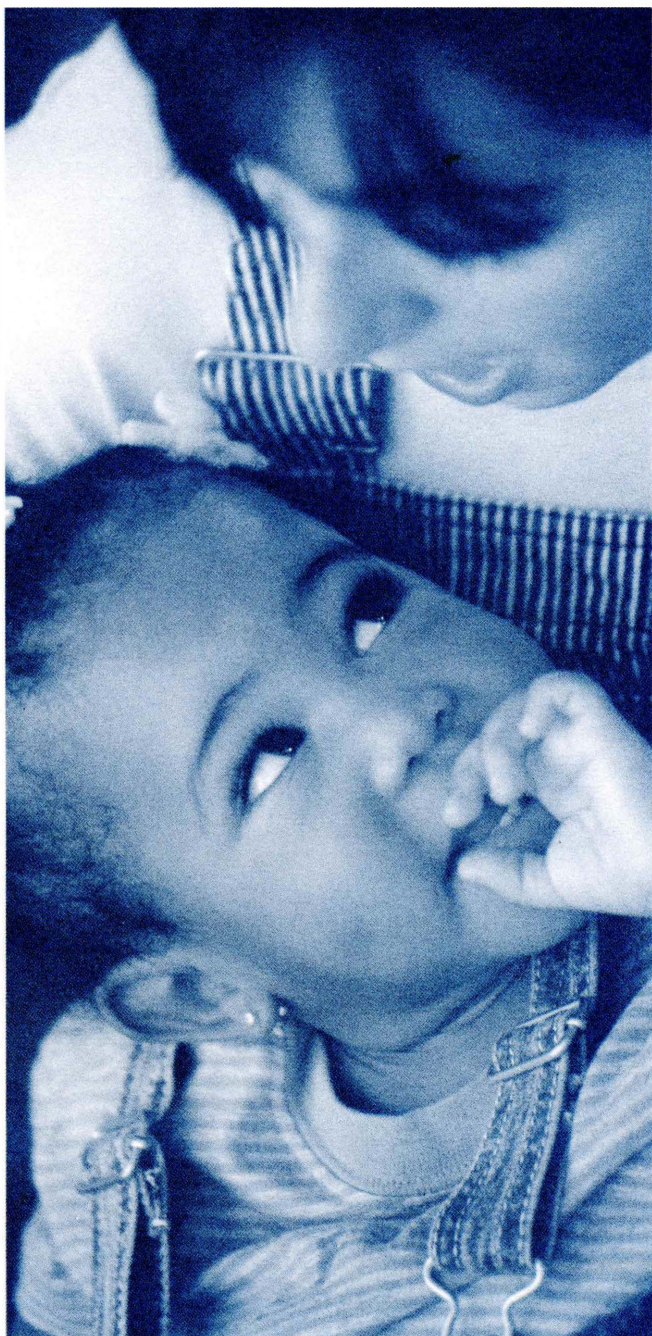
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